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## Fax Transmission

**To:** Matthew S. Gart**From:** Matt Bondy**Fax:** (703) 872-9306**Pages:** 22**Phone:** (703) 305-5355**Date:** 11/22/2004**Re:** Intrinity Patent Application: 09/822,160**CC:**☐ Urgent ☒ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

Dear Mr. Gart.

As per our telephone conversation on Friday November 12, 2004, I am faxing you my response to the most recent office action. I will send four amended diagrams in a second fax and courier a copy of both documents as well.

Regards,

Matt Bondy  
(519) 744-3001  
mbondy@intrinity.com

GLOBAL OPPORTUNITIES FOR LOCAL COMMUNITIES

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NOV 22 2004

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In The Matter of United States Patent Application:

Appl. No. : 09/822,160  
Applicant : Matthew Bondy  
Filed : March 30, 2001  
Title : Method And System For selling A Plurality Of Items

TC/A.U. : 3625  
Examiner : Matthew S. Gart

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandra, VA 22313-1450

November 22, 2004

Dear Mr. Gart.

Thank you for taking the time to speak with me on Friday, November 12, 2004. Further to our conversation, I am proceeding to represent myself and have therefore instructed the attorneys to remove themselves from the records of this application.

Based on the most recent Office Action and our subsequent telephone conversation, it became clear to me that the language of the claims was not clearly identifying the most innovative aspects of the invention. Without introducing any new subject matter, I have amended the claims to resolve this and have provided corresponding remarks following the amendments; however, I will now summarize the innovative aspects of the invention for your convenience and consideration.

The invention is essentially a method and corresponding system for selling items that involves providing e-commerce web sites to many related local organizations we refer to as affinity groups. One project we are currently working on involves providing

hundreds or thousands of fitness clubs with their own distinct web sites, that have an embedded e-store for selling nutritional supplements.

This approach is considerably different and more complex than that of a typical online e-tailer (e.g. amazon.com) that uses a single site for selling their products, but there are many advantages:

- The local fitness clubs already have a customer base who would visit the web site for other reasons (e.g. find an aerobics class, book a health club, etc.).
- Club professionals represent a skilled sales staff.
- Online privacy/security concerns are mitigated by customers using a local organization that they are familiar with.
- Can reach the nearly 99% that are still buying offline through a club kiosk.
- Can save on shipping costs by consolidating shipments for many members of the local organization.

Despite the many advantages of this distribution method, it would not be practical to build these independent web sites one at a time. The invention therefore utilizes web site frameworks and a distributed e-tailing system. The web site frameworks enable fitness clubs to quickly set up their own web site and customize it to meet their needs. Their web site is completely independent and can be hosted anywhere they like. Their web site also has an embedded custom e-store, which is provided by the distributed e-tailing system. The e-tailing system provides custom e-stores that have the following unique characteristics:

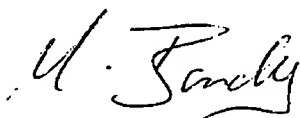
- can be embedded in a custom web site
- can take on the characteristics of the web site in which they are embedded (e.g. colour, style, navigation, etc.,)
- can support custom featured items (e.g. local club recommendations)
- can support custom products (e.g. local club memberships)

There are other unique features of the distributed e-tailing system, such as the ability to generate commissions for the affinity groups and package and ship orders by affinity group.

Both Cronin and Bezos provide a single web site. We are not aware of any prior art for a method of selling items, which involves providing a distributed e-tailing system and custom web sites that are independent and can be hosted on disparate web servers. I have amended the application to emphasize that without adding any new subject matter. You will find that all amendments are fully supported by the disclosure.

As we discussed on the phone, please call me once you have had a chance to review my response.

Kindest Regards,



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## AMENDMENT B

This Amendment is filed in response to the Office action mailed August 24<sup>th</sup>, 2004. The three month period for responding to the Office action expires on November 24<sup>th</sup>, 2004. Please amend the above identified application in the following manner.

### ***Amendments to the Drawings***

The attached 4 sheets of drawings for Figs. 5-8 replace the previous Figs. 5-8. The drawings have simply been amended to provide a second example of an independent custom web site for greater clarity.

Attachment: 4 pages of replacement sheets for Figs. 5-8.

### ***Amendments to the Disclosure***

*Please replace the first paragraph on page 9 of the original disclosure with the following amended paragraph:*

FIG. 5 is presenting the Web page of the church, Koinonia, which is of churches, such as Koinonia, which are generated by the Web creating module 12c and sent back to the site administrator. As shown in FIG. 5, the home page of Koinonia the church includes a welcome statement 52, which is filled out by the site administrator at the previous step. Also, the Web page has a church banner 54 and a navigation (or menu bar 58) leading to various Web pages of the church. Most importantly, the home page of FIG. 5 includes a hyperlink to the e-tailing system 14 as an electronic store 50 (hereinafter, "e-store") and information or an advertising statement 51 in accordance with one of the significant features of the present invention. Other Web pages of the church, Koinonia, may include the e-store 50 and the advertising statement 51. Therefore, all the members of the church, Koinonia, can visit their Web site 92 and purchase products and services offered by the e-tailer, Intrinity, at any time while enjoying navigating the online presence. Also, the members who are not on the Internet at home can visit their Web site 92 at the church and electronically purchase products

and services by using an Internet-connected computer installed in their church building or facilities.

*Please replace the second paragraph on page 9 of the original disclosure, which continues on to page 10, with the following amended paragraph:*

Whenever the home page of FIG. 5 is required to be updated, corrected or modified, the site administrator can visit the home page of Intrinity shown in FIG. 2 and click on the Web site administering icon 26, in response to which the Web server 12a of the Internet service providing system 12 retrieves a Web page editor and sends it to the site administrator. FIG. 6 shows ~~one example~~ of the Web page editor, in which all elements of the home page of the churches, ~~Koinonia~~, can be easily and simply modified or corrected by using edit menus 62. The details on the Web page editing will be understood to those skilled in the art. In this way, the site administrator can modify or correct every item and attribute (e.g., font, color, size, etc.) of all the existing Web pages of his or her organization, except for the electronic store 50 and the advertising statement 51 of the e-tailer, Intrinity Incorporated, in this embodiment. However, the affinity groups may offer and sell their own materials, for example, in this embodiment, sermon tapes, books, videos, etc. Further details on this feature and its associated advantages will be described below.

*Please replace the second full paragraph on page 10 of the original disclosure with the following amended paragraph:*

With reference to the Web site 92 of Koinonia shown in FIG. 5, every individual of the congregation of the church can enjoy the Internet services, which are provided by Intrinity in accordance with the present invention. Also, they can purchase products and services electronically through the e-store 50 of FIG. 5. As noted above, the products and services may be offered by the e-tailer, Intrinity, and/or the church, Koinonia. That is, whenever they want to buy or search for items they need, they only have to click on the e-store menu 50 and visit the electronic store of Intrinity, which is shown in FIG. 7. As will be understood to those skilled in the art, the electronic store of FIG. 7 appears similar to various usual electronic stores, except for a ~~menu 72 named as "KCF."~~ menu

items 72. As noted above, this menu 72 is hyperlinked to a customized affinity group store, in this embodiment, the e-store of the church, ~~Keinonia~~. When the group members want to search the church store or buy a product from their church, they can click on the menu 72 and visit the church store shown in FIG. 8. FIG. 8 shows a customised church Web stores, which includes a classified product menu 82, and the like, as can be seen in usual electronic stores.